The Fifth Estate

12/13/83
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Broadcasting Dec 12

Well Done, Al Flanagan

"A station has to operate with pride," Gannett Broadcasting Chairman Alvin G. Flanagan has frequently advised his associates. "If you have the people and they have the tools they need and the pride and guts it takes, the rest is just plain hard work."

Throughout his outstanding career of 45 years in broadcasting, Al Flanagan has provided the pride, the tools and the guts to lead and inspire his colleagues in the pursuit of excellence.

Al Flanagan retires from daily duties at Gannett Broadcasting at the end of 1983. His colleagues salute him for his many achievements and for those he has inspired in them.

They will miss him. And so will the audiences of Gannett broadcasting stations in Atlanta, Boston, Chicago, Cleveland, Denver, Detroit, Los Angeles, Minneapolis-St. Paul, Oklahoma City, Phoenix, St. Louis, San Diego and Tampa.

But Al Flanagan leaves more than a legacy of appreciation for past achievements. He has provided the tools of planning, organization and a new generation of leadership which, together with more hard work, will lead to continued growth—in appeal to audiences, success for advertisers and service to communities.

GANNETT

53d Year 1983
Cable Week West

Vol. 105 No. 24

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RADIO TELEVISION CABLE SATELLITE

Broadcasting Dec 12

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TOP OF THE WEEK

Focus on programing as cable gathers on West Coast

NCPC, Western Cable Show are magnets for pre-Christmas assembling of the clans; cautious approach to new ventures is order of the day

A determined band of cable television entrepreneurs—both of the operator and programing variety—will trek westward this week to compare notes on where their industry stands, and whither it is tending. Their forums: the National Cable Television Association's National Cable Programing Conference in Los Angeles, and the Califoria Cable Television Association's Western Cable Show in Anaheim. The conclusion with which they're likely to come away: that cable is in another of its periodic retrenchments, in terms of new program ventures, while the medium catches up with past ambitions and gets ready to spawn new ones.

By now, much of the initial excitement of cable programing has subsided—and, indeed, much of its glitter has faded. In their place, this year, there is a greater awareness of the problems that plague the business, as reflected in the agendas of both of this week's conferences (see page 66).

The pay programers have traditionally had trouble keeping subscribers and maintaining a flow of fresh high-quality programing. And the advertiser-supported side of the business has devolved to a survival-of-the-fittest test. Even though some services have perished, there still seem to be too many services chasing too few advertising dollars.

With the problems clearly exposed, programers will have ample opportunity to solve them, although it's unlikely that anyone will wade in with any major new service in the foreseeable future. Some of the weaker services have dropped out and the cable universe continues to expand at a rapid pace. According to the latest Nielsen figures, cable operators have been adding subscribers at a rate of 400,000 a month over the past year. The total now stands at 34.1 million or 40.5% of all television homes. This enormous expansion is reflected in the growth of the program services over the past

Basic cable programing status report

Service	Systems	Subscribers (Dec. 1983)	Subscribers (May 1982)	Per cent change
ESPN	7,074 *	28,500,000	15,382,271	86%
WTBS	5,717	27,654,000	20,375,000	36%
CBN Cable	3,900	23,000,000	14,600,000	58%
CNN	4,186	22,626,000	11,815,650	91%
USA	3,600	21,000,000	10,000,000	110%
MTV	2,000	17,600,000	4,000,000	340%
Nickelodeon	3,000	17,600,000	7,700,000	129%
C-SPAN	1,200	16,000,000	10,500,000	52%
Lifetime **	1,602	16,000,000		—
Cable Health	1,315	14,000,000		—
ARTS	1,936	12,500,000	6,500,000	92%
Nashville Network	1,300	11,245,000		—
WGN	4,200	10,900,000	7,000,000	56%
Satellite Program Network	460	10,440,000	4,366,883	139%
Weather Channel	1,000	10,000,000	2,500,000	300%
Daytime	734	10,000,000	4,864,600	108%
MSN-Information Channel	521	8,685,000	4,100,000	112%
CNN Headline	891	8,330,000	1,100,000	657%
PTL Club	825	8,100,000	5,200,000	56%
WOR	1,055	6,200,000	4,864,000	28%
Black Entertainment TV	240	5,200,000	9,100,000	−57%
Learning Channel	474	3,913,000	1,500,000	161%
Trinity Broadcast Network	290	3,350,000	1,202,478	177%
National Jewish Network	165	3,200,000	1,850,000	73%
Eternal Word TV Network	104	1,628,000	320,000	409%
National Christian Network	108	1,434,353	318,000	351%
Genesis StoryTime (on CBN subcarrier)	1	6,000		—

Pay cable programing status report

Service	Systems	Subscribers (Dec. 1983)	Subscribers (May 1982)	Per cent change
HBO	5,200	13,500,000	8,500,000	59%
Showtime	2,900	4,750,000	3,000,000	58%
Cinemax	2,000	2,700,000	1,500,000	87%
Movie Channel	2,700	2,600,000	2,200,000	19%
Playboy	320	577,000		—
Disney	1,136	531,000		—
HTN Plus	400	250,000	155,000	61%
Bravo	101	155,000		—
Galavision/SIN	160	120,000	100,000	20%
Spotlight ***	237	750,000	300,000	117%

Pay-per-view programing status report

Service	Systems	Subscribers (Dec. 1983)	Subscribers (May 1982)	Per cent change
PPV Associates	250	7,600,000		
Don King Sports & Enternmt	9 *	500,000		

* Includes other pay TV outlets.
** Combination of CHN and Daytime as of Feb. 1.
*** To be shutdown Jan. 31.

18 months (see chart).

And before long, cable programers may be able to expand into a virgin market. Home Box Office, the pre-eminent pay programer, is trying to interest the industry in direct broadcast satellites, which can serve millions of homes that will be forever beyond the reach of cable (BROADCASTING, Nov. 21).

That the cable programing business is a tough one is evident from the services have failed (CBS Cable, The Entertainment Channel, Spotlight and Satellite News Channel) or that have never gotten out of the starting block (UTV Cable Network, Satellite News Channel II).

And there is further evidence: To strengthen their positions in the hostile market, programers are forming joint ventures and merging their services. The best examples are the partnership of Viacom, Warner Communications and Warner Amex Satellite Communications to jointly operate Showtime and The Movie Channel and the merger of Hearst's and ABC Video's Daytime with Viacom's Cable Health Network. In addition, the big media companies, particularly the ones that have already gotten burned, are steering clear of cable programing. Even Time Inc., the parent of cable programing's greatest success story, Home Box Office, shut down its developing teletext service in the face of the uncertain market. But perhaps most telling is the fact that only Home Box Office, Showtime, Turner Broadcasting's superstation WTBS(TV) Atlanta, and a handful of others are making money. And only HBO and WTBS are making a lot of money.

Pay programers, from HBO to The Playboy Channel, suffer from churn, the loss of subscribers each month for one reason or another. A certain amount of churn—perhaps 3% or 4%—is tolerable and inevitable (subscribers move from place to place). But in many systems the churn rate is much higher than that and cause for concern. According to Rod Warner, The R Corp., a marketing consultancy, as the major new-builds near completion, the churn problem can no longer be hidden.

The question is: Is it the product or is it the marketing that causes churn? The programers, of course, point to the cable operators and how they market (or fail to market) their services. The value of Showtime and The Movie Channel is "very high," said John Sie, senior vice president, sales and planning, Showtime/The Movie Channel. If penetration is low or churn high in a particular market, it is due to "poor marketing and a lack of packaging." Warner agreed that the product of all the pay services is essentially good, and can be sold with minimum churn if marketed properly. "Talk to any cable operator who is having a tough time selling a service and he'll tell you it's the product," he said. "The product is the scapegoat."

But, in fairness to the cable operators, there are identifiable problems with the product. The bane of the service is duplication, which stems from a persistent shortage of high-quality programing. There are only so many movies produced a year, and a lot of hours to fill on any one of the pay movie services. According to Warner, subscribers are delighted by HBO and its movies for the first two months. But in the third or fourth month, just as they are about to pass final judgment on the service, he said, they are fed repeats of movies they saw during the first month. Unless subscribers are forewarned, he said, the repeats could cause them to cancel.

Another indication of possible viewer dissatisfaction with pay television is the latest Nielsen ratings for HBO—the only pay service measured by Nielsen—in cable homes. In prime time, HBO ratings have been down for about a year. Its average rating in September 1983 was 9.9 as compared to 11.1 in September 1982.

The basic cable services are suffering from a glut of advertising time. The surplus is currently industrywide, depressing prices and revenues in broadcasting as well as cable. The broadcast networks were slashing prices 25% last month to sell out their fourth-quarter scatter inventories (BROADCASTING, Nov. 14). And when business is bad for broadcasting, it's worse for cable.

Most large advertisers have accepted "to one degree on another" that they need cable, said Gerry Hogan, vice president, sales, Turner Broadcasting System. They purchased spots on cable networks to recover all the homes the broadcast networks have lost to their cable counterparts. (The networks' overall share is 81, but their share in cable homes is just 58.) However, those advertisers see cable as a supplementary or secondary buy, he says. So when supply outstrips demand on the broadcast side, he said, "negotiations with them are a lot tougher."

Because the big advertiser-supported services sell on the same cost-per-thousand basis as broadcasters, according to Lloyd Werner, senior vice president, sales and marketing, Group W Satellite Communications, they are subject to the same ups and downs. And because those services are fourth on advertisers' lists (behind broadcast networks, spot and syndication), he said, "anytime there is a budget cut it is coming out of cable."

Television's spot surplus is particularly acute in national sports programing, Hogan said. WTBS, USA Cable and ESPN are knocking heads with each other and with the broadcast networks to grab the sports advertising dollars.

To compensate for the shortfall in advertising revenues, most basic networks are raising their monthly per-subscriber charges. ESPN is increasing its basic charge from 10 cents to 14 cents on affiliate contracts negotiated after the first of the year. And TBS is taking advantage of its cable news monopoly (just as cable operators took advantage last summer of the cable news competition) to boost the average fee for CNN and CNN Headline News from seven or eight cents to around 15 cents.

The good news is that big advertisers are continuing to spend money on cable networks as their audiences grow. According to figures released by the Cabletelevision Advertising Bureau, nine of the top 10 advertisers on CNN, ESPN, USA and WTBS have greatly increased their spending on the services this year. Anheuser-Busch, for instance, went from $6.7 million in 1982 to $13.6 million in the first nine months of 1983.

But the programers are not entirely dependent on the operators. As each of them is finding out, there are other media. And the one that has aroused the most interest is direct broadcast satellites. For the last several months, HBO has been trying to mobilize the entire cable industry to package and offer a low-power DBS service via the Galaxy I satellite.

HBO has been trying to convince the cable programers with transponders on Galaxy I, which includes most of the major players, to move their primary feeds to the bird and agree on a common scrambling system. Since the satellite is powerful enough to deliver television to four-foot or six-foot dish antennas, the programers can use it not only to reach their cable affiliates, but also to reach homes and multiunit buildings not served by cable. And since their programing would be scrambled, they would be able to charge the homes and buildings to receive their feeds. They would be in the DBS business.

The other factor in HBO's DBS scheme is the cable operator. HBO and the cooperating programers must convince operators to handle the most difficult part of the business: the installation and maintenance of the small earth stations. Speaking last week before the southern California chapter of Women in Cable, Frank Biondi, president and chief executive officer of HBO, said he has received "enormously enthusiastic response from cable operators" about their possible involvement in the service.

The technological questionmark is the scrambling system. HBO had intended to scramble its satellite feeds using M/A-COM Linkabit Inc.'s VideoCipher, but the system proved much too costly and was more secure than necessary. As a result, HBO has scrapped its plans to roll out the system starting on the West Coast. Instead, it will test a variation of VideoCipher that will be less secure than the original version, but will have the low-cost decoders that are critical for a DBS service.

Beginning in January, HBO will scramble the East Coast feeds of HBO and its sister service, Cinemax, on Galaxy I and install the new descrambler at more than 500 cable affiliates on the East Coast. If all goes well, HBO will negotiate to buy two descramblers (a primary and a backup) for each of its affiliates "in good standing."

The one snag HBO has hit so far is disagreement with the motion picture studios over whether the network holds the DBS rights to its licensed films. HBO says it does; the studios say it doesn't. Biondi said that HBO would be ready to announce its decision on "commencement" of a DBS service "when we have the [film] rights."

Biondi also admitted that not everybody at corporate headquarters is convinced the scheme is a viable one. "The people at Time Inc. are from Missouri," he said. "They say, 'Show me.' "

New York Cosmos (soccer); New York Knicks and New Jersey Nets (basketball), and New York Mets (baseball). The station also broadcasts more than 50 hours of movies each week, he said.

□

The CRT increase did not have quite the impact on **WTBS,** which is marketed by its owner, Turner Broadcasting System Inc., as it did on the other superstations. According to TBS's Nory Lebrun, the superstation suffered an immediate loss of about 350,000 viewers, but they were quickly replaced and growth in 1983 "has been right on target." In most new builds, he said, the service "is as close to a cable must-carry as you can get." The service is the biggest in the business: 5,717 systems and 27,654,000 homes—and one of the few making money.

The centerpiece of WTBS's programing is the games of the Atlanta Braves (baseball) and the Atlanta Hawks (basketball). TBS owns both franchises. The superstation has been helped, as has TBS as a whole, by the Braves' on-field success over the past two years. They made the playoffs in 1982 and narrowly missed making them this year.

□

The **USA Cable Network**, which has 3,600 affiliates and 21 million subscribers, has started to mix other types of programing into its prime time lineup, which has traditionally emphasized sports. But spokesman Barry Kluger rejected the idea that the network is drifting out of sports programing. "We will bid aggressively for the sports contracts when they come up," he said.

Among the new nonsports programing that will be premiering in January: *Bewitched*; *The Cover Story*, a one-hour celebrity interview show; *The Great American Homemaker*, a half-hour of tips on various aspects on home management; *Pumpkin Creek*, a new children's program from Taft Broadcasting, and *Celebrity Chef*, a half-hour show with a celebrity cook.

Under the guidance of Andrew Besch, vice president, marketing, and Diane Sharon, director of affiliate marketing, USA will once again do its own marketing beginning Jan. 1. Home Box Office, under contract from USA, has been handling the marketing chores.

□

Next year will be a watershed for the **Cable Satellite Public Affairs** network. It will cover its second presidential campaign and has plans for a second network. It has already begun covering candidates at selected events and will continue next year with the state caucuses and live coverage of both the Republican and Democratic conventions. C-SPAN crews will be on the road covering the candidates and will hold live call-in shows from the sites of campaign appearances. C-SPAN plans to have its second network up and running next year on the Galaxy satellite. It will simulcast until it gains access to Senate television coverage.

□

Black Entertainment Television is rebuilding its subscriber base after last year's switch to Westar V. The service, which dropped from 9.5 million to 2 million subscribers, now stands at 5.4 million. BET reports it did not lose advertisers with the drop, and now has 35 advertisers. BET's most recent programing additions include its music video show, *New Video Soul*, and a call-in show, *A Conversation With*, both of which debuted in September.

□

Lifetime, the basic service resulting from the merger of the Cable Health Network and Hearst/ABC's Daytime, will launch Feb. 1. The new service will be transmitted from Satcom III-R, transponder 17, now used by CHN. Lifetime executives expect to have 1,602 systems reaching 16 million subscribers receiving the service at launch. By the end of 1984, they hope to have 24 million subscribers. Lifetime will draw on the more popular programing of Daytime and CHN as well as new fare. The presidency of the service remains open. Bruce Johnson is "designated" president of Hearst/ABC-Viacom Entertainment Services Inc. (HAVES), the joint venture with day-to-day control over Lifetime, but he has announced he will not accept the permanent presidency.

Turner Broadcasting System's **Cable News Network** and **CNN Headline News** are wasting no time capitalizing on the demise of Satellite News Channel(TBS purchased the competitor for $25 million and shut it down). With SNC dead for less than a month, TBS has notified cable operators that the average per-subscriber per-month charge for the services would be raised from about seven cents to 15 cents. The additional revenue should allow TBS to recover the $25 million it paid for SNC and, eventually, put the two news services into the black. Together, they are expected to lose $15 million-$16 million this year.

The health of the two news services is also improved by the absorption of 4.4 million former SNC homes. CNN picked up 1.7 million of them; CNN Headline, 2.7 million. According to the latest Nielsen figures by way of TBS, CNN reaches 22,626,000 and CNN Headline, 8,330,000. TBS officials point out, however, that those numbers may not yet include all the former SNC homes.

Spanish International Network Inc. will not have new affiliate and subscriber counts for its **GalaVision** Spanish-language pay television service until next month. But according to the June numbers, the service has 160 affiliates and 120,000 subscribers. According to Juanin Reid, head of programing for GalaVision, the channel continues to offer its subscribers a variety of programing, including movies, soap operas, musicals and sports.

SIN Television Network, GalaVision's advertiser-supported co-owned service, now has 220 cable affiliates. But Susan Catapano, head of SIN Television affiliate relations, said there is no breakout available on how many homes the affiliates reach. However, she said, most of the 27.2 million potential viewers are reached through 10 full-service and 11 LPTV stations. Unlike most cable networks, SIN compensates its cable affiliates. According to Catapano, SIN will pay cable affiliates a monthly fee for each of its Spanish-surname subscribers. The fee gradually increases over the first year, she said, and levels off at 10 cents per subscriber, per month.

□

The Disney Channel has broken all its subscriber projections to date, and totals 531,000 subs since its April launch. It will begin the switch to Galaxy I in January, simulcasting both there and on Wester V until the latter's contract runs out. The service expects to break even in mid- to late-1985 when it reaches 2 million subscribers.

Disney is in the midst of its largest marketing campaign, a Christmas promotion using direct mail, local media and cable program guides with new subscribers receiving a free Mickey Mouse toy. The $500,000 campaign is said to reach 6.8 million or 75% of all the basic homes on the 1,136 systems that carry Disney.

On the programing front, the channel is working on its second movie, *Gone Are the Days*, with Harvey Korman. New series in production that will air next year along with *Days* include *Steve Allen Music Rooms*, and a children's show, *Five Mile Creek*. One statistic Disney is promoting to demonstrate the appeal of the service is that 20% of all subscribers have no children.

□

The **PTL Club**, now in 8.1 million homes, is making changes on the technical, marketing and programing fronts. It converted to stereo last month, the first religious service to do so, it claims, and it will be debuting a new

Cable TV's audio ancillaries

	Total systems	*Total subs*	*Cost per sub, per month*
Bonneville's Easy Listening	N/A	N/A	2 cents (basic) 20 cents (premium)
Cable Jazz Network ***			5 cents
The Jazz Network	13	765,000	free
Seeburg's Lifestyle (easy listening)	250	2,000,000	14 cents
Love Sounds (contemporary Christian) ***			3 cents
Moody Bible (contemporary Christian)	26	369,580	free
Nice and Easy (easy listening) ***			3 cents
SCAN (8 services)	22	124,000	2 cents
Satellite Radio Network (religious)	35	300,000	free
WFMT(FM) Chicago (classical)	281	1,000,000	2 cents

*** To be launched this month

KGO-TV's *Channel 7 News at 11* placed second in both Nielsen (8/22) and Arbitron (9/26). Following in third place is KRON-TV's *Newscenter 4*'s late night broadcast, which had a 6/17 Nielsen and 5/14 Arbitron.

Not to go unnoticed is KTVU's 10 p.m. newscast, which finished with a 7/14 Nielsen and 6/11 Arbitron.

In prime time access—7:30 p.m.-8 p.m.—KPIX's *Evening Magazine* holds onto first place in Nielsen with a 12/22, with KTVU's reruns of *WKRP in Cincinnati* leading the pack in Arbitron with a 13/22. KTVU is second in Nielsen with an 11/20, while KPIX holds that position in Arbitron at 11/19. On a slight decline from last fall is KGO-TV's *People's Court*, which slipped from 10/18 a year ago to 9/16 in Nielsen and, more dramatically, from a 14/23 first-place finish in Arbitron last fall to 10/17 during November.

Detroit

WXYZ-TV Detroit remained in front in the early news period (5-7 p.m.), amassing a 14.0/27.5 Nielsen and a 16/27 Arbitron. The Nielsen figures were somewhat lower than those of the comparable period last year when WXYZ-TV reached the 16/30 mark. Comparison cannot be made with Arbitron since that metered service did not begin in Detroit until this past September.

The two other network affiliates in Detroit, NBC's WDIV(TV) and CBS's WJBK-TV carry their news in the 5:30-6:30 p.m. slot. In second position, according to Nielsen, was WDIV, with a 10/20, trailed by WJBK-TV with a 6/12. The Arbitron figures for this fall gave WJBK-TV an 8/13 and WDIV a 12/21. Similarly, WDIV's 1983 Nielsen rating in the 5:30-6:30 p.m. slot was slightly higher than for last fall while WJBK-TV's was slightly lower.

In late news at 11 p.m., WXYZ-TV also trounced its competitors with a 16/31 Nielsen and a 19/34 Arbitron, while the other two rivals were virtually in a tie—WDIV with a 12/23 Nielsen and 14/24 Arbitron and WJBK-TV with a 12/23 Nielsen and a 14/25 Arbitron. In last year's Nielsen derby, WXYZ-TV had an even higher rating and share—18/34. WDIV slipped a trifle this year from last fall's 13/25, and WJBK-TV edged up from 10/20.

In the 7:30-8:30 p.m. access period, WDIV took honors with *Wheel of Fortune*, with a 20/32 Nielsen and a 20/30 Arbitron. *Wheel* increased its Nielsen rating by five points and easily defeated all of its competitors in the time period.

It's CBS six days a week

CBS took first place for the seventh time this season, winning week number 10 with its biggest 1983-84 victory to date—a 21 rating and a 32 share of the national television audience, according to Nielsen, compared to ABC's 16.5 rating/25 share and NBC's 14.5/22. With six of the week's top 10 programs, CBS was helped measurably by the two-part Kenny Rogers movie, ***The Gambler***, which outperformed runner-up NBC on Monday night by more than five rating points and on Tuesday night by more than seven points.

CBS won six of the seven nights for the week ended Dec. 4, losing only Wednesday to ABC. CBS had the top four programs, with the second half of ***The Gambler*** on Tuesday night the week's highest rated program at 29.6/45, followed by Monday's first half at 29.4/42.

Wednesday was an especially good night for ABC, where seventh-ranked ***Dynasty*** did its best performance in six weeks with a 24.4/36, a good lead-in for ***Hotel***, which reached a five-week high at 22.3/37, and tied for 10th place for the week. It was also a night during which NBC managed a consistent second place on the basis of its regular series programing with a 23 share, compared to CBS's 20.

The level of homes using television (HUT) for the week rose 2% over the same week last year, from an average 64.6 to 65.6. The combined rating and share of the three networks were 52/79, compared to 51.7/80 for the same week a year ago.

Season-to-date averages put CBS in first place with 18.4/29, ABC following with 17.6/28, and NBC trailing at 15.2/24. In the evening news races, CBS scored 14.3/24, compared to ABC's 12.2/21 and NBC's 11.7/20.

On Thursday night, ***Magnum, P.I.*** clobbered ***20/20*** on ABC and ***Gimme A Break*** and ***Mama's Family*** on NBC. In the 9-11 period, ABC's NFL football special (Los Angeles Raiders vs. San Diego Chargers) lagged behind NBC's ***We Got It Made, Cheers***, and ***Hill Street Blues*** and farther behind CBS, which carried that period with eighth-ranked ***Simon and Simon*** (24/60) and 12th ranked ***Knots Landing*** (20.6/33).

CBS again dominated Friday night, as third-ranked ***Dallas*** (26.6/42) and ninth-place ***Falcon Crest*** (23/38) kept comfortably ahead of ABC's ***Lottery*** (12.6/20) and ***Matt Houston*** (12.8/21). NBC's ***Friday Night Movie, Looker***, recorded an 8.4/13.

On Saturday night, ***Rudolph the Red-Nosed Reindeer*** brought some cheer to CBS as it beat out ***T.J. Hooker*** on ABC and ***Diff'rent Strokes*** and ***Silver Spoons*** on NBC. In the 9-11 slot, CBS held the lead with its ***Saturday Night Movie, Quarterback Princess*** (19.1/31), but was challenged by ABC's ***Love Boat*** (19.1/30) and ***Fantasy Island*** (14.5/24). NBC's ***Manimal***, which played opposite ***Love Boat***, recorded a 10.1/16, followed by ***Big Bad John*** (9.9/16).

On Sunday, ABC's ***Ripley's Believe It or Not*** (15.1/22) tied with its Nov. 20 broadcast for its highest-rated showing this season, but still was no match for the week's fourth-place ***60 Minutes*** (26.3/39). ABC's ***Hardcastle and McCormick*** (17.7/25) marginally won the 8-9 period against CBS's ***One Day at a Time*** (17.5/25) and NBC's ***Knight Rider*** (15.7/23). The ***ABC Sunday Night Movie***, an ABC Theater Presentation called ***Heart of Steel*** (17.8/27), could not keep up with CBS's regular lineup, except for a brief slip recorded by ***Goodnight, Beantown***. Although NBC's special salute to television entertainment at 9-11 underperformed (14.7/23), its special, ***Johnny Carson's Greatest Practical Jokes***, won the Monday 8-9 slot hands down with a 25.1/34—the fifth-ranked show of the week.

Rank	Show	Network	Rating/Share
1.	The Gambler-Part 2	CBS	29.6/45
2.	The Gambler-Part 1	CBS	29.4/42
3.	Dallas	CBS	26.6/42
4.	60 Minutes	CBS	26.3/39
5.	Johnny Carson Special	NBC	25.1/34
6.	A Team	NBC	24.5/35
7.	Dynasty	ABC	24.4/36
8.	Simon & Simon	CBS	24.0/36
9.	Falcon Crest	CBS	23.0/38
10.	Hotel	ABC	22.3/37
11.	Magnum, PI.	CBS	22.3/34
12.	Knots Landing	CBS	20.6/33
13.	Fall Guy	ABC	20.5/31
14.	Jeffersons	CBS	20.4/29
15.	Quarterback Princess	CBS	19.1/31
16.	Love Boat	ABC	19.1/30
17.	Hill Street Blues	NBC	19.0/30
18.	Trapper John, M.D.	CBS	18.3/30
19.	Dukes of Hazzard	CBS	18.1/30
20.	Benson	ABC	17.9/30
21.	Goodnight, Beantown	CBS	17.9/26
22.	Heart of Steel	ABC	17.8/27
23.	Girls—White Orchid	NBC	17.8/25
24.	Hardcastle & McCormick	ABC	17.7/25
25.	Scarecrow & Mrs. King	CBS	17.6/24
26.	One Day At A Time	CBS	17.5/25
27.	Webster	ABC	17.3/28
28.	Facts of Life	NBC	17.3/26
29.	Rudolph Red-Nosed Reindeer	CBS	17.2/27
30.	Cheers	NBC	16.9/26
31.	Rodney Dangerfield Show	ABC	16.9/24
32.	NFL Monday Night Football	ABC	16.8/26
33.	Real People	NBC	16.5/25
34.	Family Ties	NBC	16.1/24
35.	A Team Special	NBC	16.0/23
36.	Mama's Family	NBC	15.9/24
37.	Gimme A Break	NBC	15.8/24
38.	Mississippi	CBS	13.8/23
39.	Knight Rider	NBC	15.7/23
40.	T.J. Hooker	ABC	15.6/25
41.	Ripley's Believe It Or Not	ABC	15.1/22
42.	That's Incredible	ABC	14.8/21
43.	Here's TV Entertainment	NBC	14.7/23
44.	Fantasy Island	ABC	14.5/24
45.	Three's Company	ABC	14.5/21
46.	Diff'rent Strokes	NBC	14.4/23
47.	We Got It Made	NBC	14.3/21
48.	L.A. Raiders vs.San Francisco	ABC	14.0/25
49.	An Uncommon Love	CBS	13.5/21
50.	Silver Spoons	NBC	13.5/21
51.	Oh Madeline	ABC	13.5/20
52.	Matt Houston	ABC	12.8/21
53.	Lottery	ABC	12.6/20
54.	Whiz Kids	CBS	12.4/19
55.	St. Elsewhere	NBC	12.3/20
56.	Hart to Hart	ABC	11.6/19
57.	Football Post-Game Show	NBC	11.3/18
58.	Remington Steele	NBC	11.2/18
59.	20/20	ABC	11.2/17
60.	Manimal	NBC	10.1/16
61.	Big Bad John	NBC	9.9/16
62.	Jennifer Slept Here	NBC	8.9/14
63.	Looker	NBC	8.4/13
64.	Mr. Smith	NBC	8.3/14
65.	First Camera	NBC	5.1/8

* Rating represents average of game runover plus 4-minute post-game show

Good year for TV stations

NAB releases details on 1982 revenues and profits for 'typical' television outlet showing pre-tax profit up 25%

The National Association of Broadcasters has confirmed the financial good news it released in preliminary form last July: The typical TV broadcaster had a good year in 1982. And that same telecaster expects this year to bring an 8.8% increase in net operating revenues, or 2.7 percentage points more than the actual rise in 1982.

The figures are embodied in the NAB's release of findings of its annual survey of TV stations and the association's computation of a financial profile of a typical, or median, station.

As reported last summer ("In Brief," July 18), the typical U.S. TV station had a pre-tax profit of $1,253,100 in 1982, up 24.7% from $1,004,900 in 1981. That derived from total 1982 net revenues of $5,377,800 (up 6.1%) and total expenses of $4,124,700.

Total time sales for the typical TV stations were $6,299,300, composed

Typical 1982 TV station revenues and expenses

Revenue & Expense Items	All Stations Typical Dollar Figures ($)	All Stations Typical Percent Figures (%)	Affiliate Stations Typical Dollar Figures ($)	Affiliate Stations Typical Percent Figures (%)	Independent Stations Typical Dollar Figures ($)	Independent Stations Typical Percent Figures (%)	UHF Stations Typical Dollar Figures ($)	UHF Stations Typical Percent Figures (%)
Total Time Sales:	6,299,300	100.0	6,360,000	100.0	10,964,000	100.0	4,515,100	100.0
Network Compensation	497,600	7.9	588,900	9.3	0	0.0	145,000	3.2
National & Regional Advertisers	2,965,900	47.1	2,916,400	45.9	5,830,900	53.2	2,304,700	51.0
Local Advertisers	2,835,800	45.0	2,854,700	44.9	5,133,300	46.8	2,065,300	45.7
Total Net Revenues	5,377,800		5,456,200		8,192,800		4,057,400	
Political Advertising Revenue	158,300		191,600		104,000		87,200	
Revenues Other Than Time Sales	107,000		107,100		151,100		73,400	
Trade-Outs & Barter	121,500		110,100		344,400		150,900	
Expenses:								
Engineering	461,900	11.2	458,300	11.2	599,900	8.8	479,000	13.8
Program & Production	1,051,300	25.5	974,100	23.7	3,138,600	45.8	936,700	26.9
News	543,200	13.2	642,300	15.6	134,700	2.0	252,100	7.2
Sales	515,400	12.5	507,800	12.4	809,700	11.8	475,400	13.6
Advertising & Promotion	182,600	4.4	166,700	4.1	417,800	6.1	175,800	5.0
General & Administrative	1,370,100	33.2	1,361,000	33.1	1,747,500	25.5	1,163,900	33.4
Total Expenses	4,124,700	100.0	4,110,300	100.0	6,848,300	100.0	3,482,800	100.0
Salaries:								
Engineering	271,200	17.2	276,000	17.1	254,900	19.4	220,400	18.1
Program & Production	309,000	19.6	314,100	19.4	309,000	23.6	284,000	23.3
News	406,300	25.8	449,400	27.8	73,700	5.6	183,300	15.1
Sales	330,800	21.0	326,000	20.2	395,600	30.2	313,700	25.8
Advertising & Promotion	47,900	3.0	45,600	2.8	44,200	3.4	33,600	2.8
General & Administrative	208,700	13.3	206,700	12.8	233,800	17.8	182,300	15.0
Total Salaries	1,573,900	100.0	1,617,700	100.0	1,311,200	100.0	1,217,300	100.0
Total Cost of Broadcast Rights	336,700		317,200		2,586,400		338,100	
Music License Fees	83,500		87,600		92,900		58,300	
Rating Services	71,200		69,100		142,900		67,700	
Travel & Entertainment	66,000		66,000		99,000		42,500	
Depreciation & Amortization	434,400		431,000		568,500		331,700	
Interest	4,000		3,100		66,600		65,300	
Utility Costs	96,100		91,500		143,000		128,000	
Bad Debt Expense	34,700		32,400		80,000		31,000	
Legal & Auditing Fees	22,400		22,700		32,200		20,500	
Corporate Allocation Charges	71,200		80,500		0		12,100	
Employee Fringe Benefit Costs	188,400		199,100		146,300		123,400	
Station Insurance Costs	32,800		35,000		31,300		26,300	
Pre-Tax Profit	1,253,100		1,345,800		1,344,500		574,600	
Profit Margin		23.30%		24.67%		16.41%		14.16%

71291. Counsel: Stuart B. Mitchell. Principal is charitable trust headed by West Monroe trustees: Phillip S. Smith III, pastor; Robert P. Holtzclaw, architect, and Winston Hammons, principal of private school. Filed Nov. 28.

■ Arnold, Mo.—Arnold Educational Broadcasting Foundation seeks 89.9 mhz, 150 w, HAAT: 106 ft. Address: 1770 Missouri State Road, Arnold, Mo. 63010. Counsel: Stuart B. Mitchell. Principal is charitable trust: Kenneth L. Brown, pastor; Howard Thornbill, asst. pastor, and Gary Tilley, youth pastor. Filed Nov. 28.

■ Camdenton, Mo.—Lake Area Educational Broadcasting Foundation seeks 90.7, 3 kw, HAAT: 299 ft. Address: Rt. 1, Box 190-31 Osage Beach, Mo. 65065. Counsel: Stuart B. Mitchell. Principal is charitable trust headed by trustees: Jeffrey D. Bodin, doctor; Gayle A. Owens, dentist, and Alice J. McDermott, legal secretary, Hilton & Bennett. Filed Nov. 29.

■ Lebanon, Mo.—Lebanon Educational Broadcasting Foundation seeks 89.9 mhz, 383 kw, HAAT: 158 ft. Address: 844 'A' Park Manor, Lebanon, Mo. 65536. Counsel: Stuart B. Mitchell. Principal is charitable trust headed by Warren Smith, farmer; Eugene Smith, self-employed businessman, and Vernie Smith, retired farmer. Filed Nov. 28.

■ Orchard, Neb.—Good Life Radio Inc. seeks 105.3 mhz, 100 kw, HAAT: 495 ft. Address: 1408 A St., Aurora, Neb. 68818. Principal is owned by Herbert P. Roszhart and family. He is manager of *KROA(FM) Grand Island, Neb. Filed Nov. 28.

■ Manteo, N.C.—Women in Technical Communications seeks 99.3 mhz, 3 kw, HAAT: 190.4 ft. Address: Drawer 789, Nags Head, N.C. 27959. Principal is owned by Janice B. Whelers (20%), Jennifer Frost and Lilias J. Morrison (40% each). Frost and Morrison also have app.'s for four LPTV's. Filed Nov. 29.

■ Armijo, N.M.—Dorothy Davis seeks 107.1 mhz, 1 kw, HAAT: minus 154 ft. Address: 1217 Valencia Drive, N.E., Albuquerque, N.M. 87110. Counsel: Pepper & Corazzini (Washington). Principal also owns 70% of applicant for new FM at Pagosa Springs, Calif. Filed Nov. 7.

■ McConnelsville, Ohio—Washington Technical College seeks 100.9 mhz, 3 kw, HAAT: 300 ft. Address: State Route 76, Marietta, Ohio. Principal is headed by college president, Donald R. Neff. It is also licensee of WMOA(AM) Marietta. Two members of college board are principals of WCKX(FM) London, Ohio. Filed Nov. 25.

■ Johnstown, S.C.—M.C. Communications Ltd. Partnership seeks 92.7 mhz, 2.47 kw, HAAT: 328 ft. Address: Drawer I, Lee St., Johnstown, S.C. Principal is headed by general partner: Michael Claude Casey. Principals also own WJES(AM) Johnstown.

■ Sisseton, S.D.—Randy E. Henry seeks 99.3 mhz, 1.2 kw, HAAT: 496 ft. Address: 100 LaGrange Ave., Tutsville, Fla. 32796. Principal is engineer and also app. for commercial FM at Brooklyn, Iowa. He is also president of Florida Public Radio, applicant for five noncommercial FM's, including Vero Beach, Fla. (see above). Filed Nov. 30.

■ Brownfield, Tex.—Brownfield Educational Broadcasting Foundation seeks 91.5 mhz, 383 kw, HAAT: 117 ft. Address: 601 Lubbock Rd., Brownfield, Tex. Counsel: Stuart B. Mitchell. Principal is charitable trust headed by Brownfield trustees: Harold Shiflett, pastor; Mark Wilbourn, school principal, and Purley Tyler, retired. Filed Nov. 28.

■ Farwell, Tex.—Farwell Broadcasting seeks 98.3 mhz, 3 kw, HAAT: 300 ft. Address: 652 North Bolton St., Jacksonville, Tex. 75766. Principal is owned by Wayne S. Carnes. Filed Nov. 28.

■ Gonzales, Tex.—Wayne S. Carnes seeks 106.3 mhz, 3 kw, HAAT: 299.75 ft. Principal is also applicant for FM at Farwell, Tex. (see above). Filed Nov. 23.

■ Lufkin, Tex.—Lufkin Education Broadcasting Foundation seeks 91.1 mhz, 383 kw, HAAT: 174 ft. Address: Rt. 8, Box 1150 (Highway 69-N) Lufkin, Tex. 75901. Counsel: Stuart B. Mitchell. Principal is charitable trust headed by Lufkin trustees: C. Dwyan Calvert, pastor; David Vogt, painter, and Daniel Smith, brick layer. Filed Nov. 7.

■ Midland, Tex.—Midland Educational Broadcasting Foundation seeks 90.1 mhz, 387 kw, HAAT: 79 ft. Address: 3,001 North "A" St. Midland, Tex. 79701. Principal is charitable trust headed by Midland trustees: David Pearcy, pastor, Midland Baptist church; James McKinney, pilot, Permian Oil Co., and N. Scott, dispatcher, Currie Truck Line. Filed Nov 21.

■ Charlotte Amalie, V.I.—H&M Partnership seeks 102.1 mhz, 50 kw, HAAT: 253 ft. Address: Box 4116 Christiansted, St. Croix 00820. Principal is equally owned by William E. Horan, Ft. Lauderdale, Fla., hotel and real estate owner; Robert E. Miller, and wife, Anne Susan. William Miller is employe of WSTX(AM) Christiansted, St. Croix; Anne Miller is housewife. Filed Nov. 25.

TV's

■ Flagstaff, Ariz.—Minority Television of Flagstaff Inc. seeks ch. 13; ERP: 316 kw vis., 31.6 kw aur., HAAT: 1,777 ft., ant. height above ground: 243 ft. Address: Box 367, Micanopy, Fla. 32667. Counsel: Ebensen & Powell. Principal is owned by Katherine T. Mansfield, who is also applicant for new class A FM for Micanopy, Fla.

■ Flagstaff, Ariz.—Wave Communications Inc. seeks ch. 13, ERP: 316 kw vis., 31.6 aur., HAAT: 1,777 ft.; ant. height above ground: 243 ft. Address: 2233 Cedar Ave., East Flagstaff, Ariz. 86001. Counsel: Michelle A. Moore. Principal is owned by Rosa Wave, who is also director of Black Television Workshop of Los Angeles Inc., permittee for new noncommercial TV on ch. 68 in Los Angeles, and applicant for new noncommercial station in Santa Rosa, Calif. Wave also owns LPTV in Flagstaff and is applicant for new TV in Memphis and three LPTV's. Filed Nov. 10.

■ Boca Raton, Fla.—Full Gospel Church of the Living God Inc. seeks ch. 63; ERP: 5,000 kw vis., 500 kw aur., HAAT: 829.48 ft.; ant. height above ground: 825.6 ft. Address: 1105 N.W. 6th Ave., Ft. Lauderdale, Fla. 33311. Principal is nonprofit corporation headed by Rev. Wayne Parks, president. Filed Nov. 4.

■ Idaho Falls—Matlock Communications seeks ch. 20; ERP: 5,000 kw vis., 500 kw aur., HAAT: 199.1 ft. Address: 1041 Steepleview Drive, Eagle, Idaho 83616. Principal is owned by Stephen J. Matlock who has filed app.'s for full service TV's in Winnemucca, Nev.; Vernal and Logan, both Utah; Spokane, Wash., and Lagrande, Ore. It is also applicant for seven LPTV's. Filed Nov. 21.

■ Hagerstown, Md.—Good Companion Broadcasting seeks ch. 68; ERP: 5,000 kw vis., 500 kw aur., HAAT: 1,335 ft.; antenna height above ground: 275 ft. Address: 210 South Avenue Way, Greencastle, Pa. 17225. Principal is equally owned by Samuel Guerrera, James M. Resh Sr., Benjamin F. Thomas and wife, Mary Lucille. Benjamin Thomas also owns WKSL(FM) Greencastle, which he will divest if app. is granted. Filed Nov. 9.

■ Duluth, Minn.—Ford DuLac Indian Reservation seeks ch. 27; ERP: 1,000 kw vis., 1,000 kw aur., HAAT: 532.08 ft., ant. height above ground 244.2 ft. Address: 8 Arlington St., Auburn, Mass. Principal is owned by Cloquet, Minn., Indian tribe (51%) and Dan Mahoney (49%). Mahoney is also applicant for new station (app. no. 830435AB). Filed Nov. 7.

■ La Grande, Ore.—Matlock Commmunications seeks ch. 16; ERP: 4,000 kw vis., 400 kw aur., HAAT: minus 266.01 ft. Principal is owned by Stephen J. Matlock who has filed app.'s for full service TV's in Winnemucca, Nev.; Vernal and Logan, both Utah; Spokane, Wash., and Idaho Falls (see above). Filed Nov. 21.

Summary of broadcasting
as of October 31, 1983

Service	On Air	CP's	Total *
Commercial AM	4,726	166	4,892
Commercial FM	3,490	425	3,915
Educational FM	1,104	181	1,285
Total Radio	9,320	772	10,092
FM translators	741	423	1,164
Commercial VHF TV	536	19	555
Commercial UHF TV	334	200	534
Educational VHF TV	107	5	112
Educational UHF TV	172	22	194
Total TV	1,149	246	1,395
VHF LPTV	179	80	259
UHF LPTV	66	71	137
Total LPTV	245	151	396
VHF translators	2,831	206	3,037
UHF translators	1,850	342	2,192
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

■ Altoona, Pa.—Altoona Television 47 Ltd. seeks ch. 47; ERP: 1,000 kw vis., 100 kw aur., HAAT: 1,177 ft., ant. height above ground: 550 ft. Address: R.D. 3, Box 285-B Cumer Rd., McDonald, Pa. 15057. Principal is owned by Elaine C. Lesnett, 10% general partner, and limited partners: Jerry Meyers (30%), Robert C. Savage (22.5%), James H. Hayes (15%) and Tim K. Brady (22.5%). Brady is Oak Ridge, Tenn., lawyer. Savage has interest in WHTX-FM Pittsburgh; Hayes has interest in permitee for AM at Thompson Station, Tenn. Meyers, Savage and Brady are also applicants for new TV at Charlottesville, Va. (see below). Filed Nov. 7.

■ Jacksonville, Tex.—TRG Broadcasting Systems Inc. seeks ch. 56; ERP: 2,009 kw vis., 20.1 kw aur., HAAT: 1,489 ft.; antenna height above ground 1,222.7 ft. Address: Box 470432 Dallas. Principal is owned by Robert Gilchrist. He owns 100% of eight Texas cable systems, and is part-owner of three others. Five of systems lie within B contour of proposed station and will be sold if CP is granted. Filed Nov. 10.

■ Midland, Tex.—Hugh McBeath seeks ch. 18; ERP: 1309 kw vis., 130.9 kw aur., HAAT: 330 ft.; ant. height above ground: 400 ft. Address: 1903 S. Lamesa Rd., Midland, Tex. 79701. Principal is also half owner of KJBC(AM) Midland, and owns applicant for FM at Midland. Filed Nov. 15.

■ Logan, Utah—Matlock Communications seeks ch. 12, ERP: 316 kw vis., 31.6 kw aur., HAAT: minus 237.53 ft. Principal is owned by Stephen J. Matlock who has filed app.'s for full service TV's in Winnemucca, Nev.; Vernal, Utah; Spokane, Wash.; Lagrande, Ore., and Idaho Falls (see above). Filed Nov. 21.

■ Vernal, Utah—Matlock Communications seeks ch. 6; ERP 100 kw vis., 10 kw aur., HAAT: minus 35.675 ft. Principal is owned by Stephen J. Matlock who has filed app.'s for full service TV's in Winnemucca, Nev.; Logan, Utah; Spokane, Wash.; La Grande, Ore., and Idaho Falls (see above).

■ Charlottesville, Va.—Charlottesville 64 Ltd. seeks ch. 64; ERP: 1,200 kw vis., 120 kw aur., HAAT: 696 ft.; ant. height above ground: 471 ft. Address: 2344 McNary Blvd., Pittsburgh 15235. Principals is owned by T.K. Brady and Robert C. Savage (22.5% each), Jerry Meyers (45%) and Susi N. Edquist (10%). Brady, Savage and Meyers are also applicants for new TV at Altoona, Pa. (see above). Filed Nov. 10.

■ Spokane, Wash.—Matlock Communications seeks ch. 34; ERP: 4,000 kw vis., 400 kw aur., HAAT: 331.38 ft. Principal is owned by Stephen J. Matlock who has filed app.'s for full service TV's in Winnemucca, Nev.; Vernal and Logan, both Utah; La Grande, Ore., and Idaho Falls (see above). Filed Nov. 21.

Action

■ Fairbanks, Alaska—Great Alaska Electric Radio Co. Inc. granted 95.9 mhz, 3 kw, HAAT: 1.6 ft. Address: Box 82131, Fairbanks, Alaska 99708. Principals: Dean M. Gottehrer and wife, Sheila K. (19%); J. Stephen Lay and wife, Carole R. (19%); Gerald K. Fears and wife, Francisca (12%), Stanley W. Muchewicz and wife, Melissa (19%), Gerald E. Weaver (19%), and John G. Duclos (12%). They also are applicants for AM at Fairbanks. Gottehrers, Muchewiczs and Weavers are also applicants for FM at Delta Junction, Alaska. Action Nov. 16.

■ Kingman, Ariz.—New West Broadcasting Systems Inc. granted 100.1 mhz, 505 w, HAAT: 757 ft. Address: 2530 Longview, Kingman, Ariz. 86401. Principal is owned by Bruce D. Owens (49%); Grant Holyoak, president, and Lowell T. Patton (25.5% each). None have other broadcast interests. Action Nov. 21.

■ Kahului, Hawaii—Ke-Nui granted 99.9 mhz, 100 kw, HAAT: minus 540 ft. Address: Box 35, Kahului, Hawaii 96732. Principals: Thomas R. Elkins (61.5%) and Norma J. Phegley (38.5%). Elkins also owns KBUS(AM) Mexia, Tex. and, with Phegley, KNUI(AM) Kahului, Hawaii. Action Nov. 4.

■ Greenville, Ill.—Marlene G. Page granted 101.7 mhz, 3 kw, HAAT: 300 ft. Address: Box 753, Elizabeth, Colo. 80107. Principal has no other broadcast interests. Action Nov. 18.

■ *Iowa City, Iowa—Student Broadcasters Inc. granted 89.7 mhz, 129 w, HAAT: 90 ft. Address: Student Activities Center, Iowa Memorial Union, Iowa City, Iowa 52242. Principal: Nonprofit corporation, headed by Peter J. Koenig, Karol Sole, Barbara Knapp, Patricia Maher and Dennis Green. It has no other broadcast interests. Action Nov. 28.

■ *Standish, Me.—St. Joseph's College granted 90.9 mhz, 360 w, HAAT: 85 ft. Address: Whites Bridge Road, North Windham, Me. 04602. Principal: Noncommercial, educational institution, which has no other broadcast interests. Action Nov. 18.

■ *Gaylord, Mich.—Northern Christian Radio Inc. grant-